Reflections

August 9, 2020

Free Meditations

I was curious how we've been doing lately…amazing still. The numbers continue to be consistent week after week. Please note that 26%, 6 of 23, are over 10,000 listens each. Yahoo!

Thank you to all who are making this happen. We're touching lives.

Number of plays as of Saturday, August 8, 2020

Week	Name	Number of Users: English	Launch Date
1	*Health and Wellbeing*	14749	March 20
2	*Relaxation*	10261	March 27
3	*Restoring Your Energy*	10345	April 3
4	*Eternal Sun*	11615	April 10
5	*Feeling Lighter*	7754	April 17
6	*Quiet Mind*	9922	April 24
7	*Dream Sanctuary*	14240	May 1
8	*Welcome to Your Day*	8460	May 9
9	*Heal and Balance*	10375	May 15
10	*Expressing Gratitude*	5908	May 22
11	*Self Healing*	9773	May 29
12	*Feather*	5642	June 5
13	*Aqua Aura Inner Peace*	5799	June 12
14	*Happiness Challenge*	554	June 14
15	*Letting Go Into Restful*	6029	June 19
16	*Juneteenth*	2096	June 19
17	*Open Up and Receive*	8768	June 26
18	*Central Core*	6437	July 3
19	*Opening*	4095	July 10
20	*Connecting to Present*	4547	July 17
21	*Eternity*	4965	July 24
22	*Conscious Connection*	3384	July 31
23	*Relax and Expand*	1374	August 7
Total		**167092**	

What we did has a name!

From Harvard Business Review:

"In early April, a Thai student in our entrepreneurship class saw a shortage of high quality, low cost hand sanitizer across Thailand. To support the COVID-19 relief effort and generate revenue, he quickly shifted his family's medical supply company to sanitizer production. Closer to home, when Dollaride, a business incubated in NYU's

Future Labs, recognized that the pandemic had eliminated demand for their shared commuting van business in New York, they refreshed their business model to leverage their existing vans, technology, and routes to support burgeoning package delivery demands.

Neither entrepreneur followed a typical business school approach when deciding to pivot their business: they didn't conduct a long-term market analysis, develop a business plan, or weigh various alternative approaches. In fact, had they done these analyses, they might have concluded that the short-term gains wouldn't justify the retooling investment, or they might have gotten stuck trying to figure out how to estimate the duration of the pandemic or how soon global manufacturing might recover. Instead, they simply took action based on the resources at their disposal.

This approach to entrepreneurship is called *"effectuation,"* or leveraging what we know, who we know, and who we are in order to take action. Business schools don't generally teach this approach, as they tend to focus more on lengthy risk and return calculations. But as we face an increasingly uncertain, complex future, schools must adopt new teaching philosophies designed to forge agile, entrepreneurial leaders."

It turns out that the University of Virginia's Darden School of Business is the birthplace of "effectual" entrepreneurship, an approach that invites students [and leaders] to recognize their existing entrepreneurial resources and accept a certain amount of risk.

Thought you'd like to know we're on the cutting edge of entrepreneurial theory.

Entire article (well worth reading) *Effectual Leadership*

Treat Your Mask Like Underwear

CJ found this interesting article that I pass onto you from Tucson.com.

You know you should wear a mask when out in public, but do you know how to wear it and how to take care of it? A dirty mask could just make things worse.

It's a good idea to have more than one mask, perhaps even four or five masks per person in your household. That way you can have a clean one every day but only wash every other day, these tips from the World Health Organization indicate.

How to wear your fabric mask

- Wash your hands before putting it on.
- Make sure the mask isn't torn or worn out.
- The mask should cover your nose, mouth and chin, leaving no gaps on the sides.
- Don't touch the mask while wearing it, or at least try not to touch it.
- If your mask gets dirty or wet, change it.

- Wash your hands before taking off your mask.
- Take off the mask by holding the ear loops instead of touching the front of the mask.
- Wash your hands after handling the mask.

One way to remember how to handle your mask is to treat it like underwear, according to tips from Northern Illinois University and other Internet sources.

- Don’t share it.
- Wash it daily or have enough so that you can wear a clean one daily.
- Don’t touch or adjust it, especially in public.
- Make sure the fit is tight but comfortable.
- Wear the right side out.
- If it is damp or dirty, change it.

If this makes you wonder if you should wash your mask daily, that’s probably a good idea, according to WHO tips.

How to wash your mask

- Wash fabric masks at least daily with soap or detergent in hot water.
- If you don’t have hot water, wash it in room-temperature water and then either boil the mask for one minute or soak it in a chlorine solution (put a teaspoon or two of chlorine bleach in about a gallon of water in a tub or sink) for one minute and then rinse thoroughly with room temperature water. Doing that means you should not have any chlorine residue on the mask.

That’s it for today,
See you Tuesday,
Scott